

## **PBS Digital Guidelines**

### **All PBS Digital creative may include:**

- Non-promotional, value-neutral descriptions of the organization and its products or services.
- Names of operating divisions and subsidiaries.
- Organization mission language that identifies and does not promote or state an opinion.
- Established slogans (verbatim) that identify and do not promote.
- Length of time in business.
- Non-promotional location information (i.e., phone number, website address). The phone number or web address must be subordinate to the underwriter's name or logo. Banners may include tracking language, such as "promo code PBS," "offer code PBS" and "coupon code PBS."
- To help identify an underwriter, specific products or brand names may be mentioned in audio and depicted in banners. Product images or depictions should not focus on comparative qualities or benefits. The use of people in such product demonstrations or product image is limited.
- Calls to action of a non-transactional nature. The call to action should not be the primary focus of the creative, not be visually intrusive and not imply deadlines or discounts.

### **Unless specifically excepted, digital creative may not include:**

- Promotional or qualitative language (favorable qualities, benefits and claims).
- Comparative language (i.e., "leader," "largest," "the only," "exclusively," "ranked No. 1").
- Price and value information.
- Health claims.
- Award or prize mentions. Exceptions may be granted for factual major motion picture or music industry nominations or awards (i.e., Academy Awards, Grammys, Sundance Film Festival, etc.).
- Favorable reviews (i.e., product review quotes), endorsements, testimonials. Exceptions may be granted for tasteful review quotes for movie or music creative.
- Inducement language (i.e., rewards programs, warranties, portion of purchase donated to charity, vehicle donation programs, holiday mentions related to sales of products, sweepstakes or contests).
- Language that expresses a view about a matter of public importance or interest or which supports or opposes a political candidate.
- Language that appears to be self-congratulatory.
- 900 or other numbers where the caller is charged for services in addition to normal toll charges, if any.